



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): **Jerry E. Pierce, et al.**

Title: **METHOD AND SYSTEM FOR OPTIMIZING MARKET ACCESSIBILITY
VIA AN ELECTRONIC NETWORK**

App. No.: **09/497,773**

Filed: **02/03/2000**

Examiner: **Michael A. Cuff**

Group Art Unit: **3627**

Atty. Dkt. No. **22789 (1007-G001)**

DECLARATION UNDER 37 C.F.R. §1.132

Dear Sir:

I am Jerry Pierce, founder and President of Restaurant Equipment World and an expert in electronic commerce marketing.

Previous methods of marketing via the Internet such as banner advertising were ineffective and search engines quickly became crowded as the number of web pages accessible through the Internet grew. An online article published by Anvil-Media indicates the effectiveness of banner advertising declined as indicated by decreasing click-through rates from an average of 2.5 percent in 1995 to 0.34 percent in 2000. As such, there was a long felt need for a more effective method for driving Internet traffic to a vendor's website.

An embodiment of the invention expressed in the claims of the above-specified application produced a previously unexpected result and a great commercial success. The attached articles from Restaurant, My Business Magazine, Small Business Opportunities, and FEDA describe the success experienced by Restaurant Equipment World upon implementation of one embodiment of the invention. An ineffective traditional website developed in 1997 produced limited results. However, a web presence in accordance with the invention produced a great commercial success and notoriety for Restaurant Equipment World.

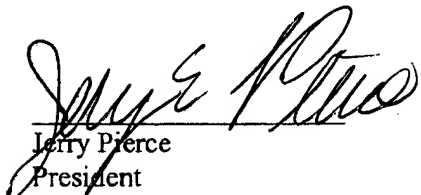
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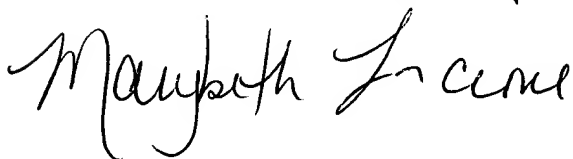
GROUP 3600

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I declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true, and further that these statements were made with the knowledge that willful false statements and the like are punishable by fine or imprisonment, or both, under Title 18, United States Code, § 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.


Jerry Pierce
President
Restaurant Equipment World

6/3/03
Date





Marybeth Lancione
My Commission DD158878
Expires November 05, 2008